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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Shubhasheesh Anand, et al.

Confirmation No.: 6738

Serial No.: 10/799,048

Examiner: NYA

Filing Date: March 11, 2004

Group Art Unit: 3622

Title: Predicting Inventory Availability and Prioritizing the Serving of Competing Advertisements Based on Contract Value

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449 together with a copy of the document cited on that form, if needed. It is respectfully requested that the cited document be considered and that the enclosed Information Disclosure Citation Form PTO-1449 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicants.

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one 37 C.F.R. § 1.97(b).

The Examiner is hereby notified that for the following related application an Office Action has been received as indicated below:

U.S. Application/ Pat. No.	File Date	Office Action Mailing Date	Atty. Docket. No.
10/648,599	August 25, 2003	9/2/2004	50269-0558


The related application contains one or more claims that may be substantially similar to one or more claims in the present application, those claims may have been rejected in the related application, and a different interpretation may have been applied to one or more of the references that are of record in the present application. Therefore, the Examiner is encouraged to review the file history of the related application as some of the information contained therein may be material to the examination of the present application.

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: September 23, 2004



Brian D. Hickman
Reg. No. 35,894

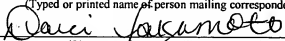
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San Jose, California 95125-5106
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INFORMATION DISCLOSURE CITATION IN AN APPLICATION (PTO-1449)				ATTY. DOCKET NO. 50269-0578	SERIAL NO. 10/799,048
				APPLICANT: Shubhasheesh Anand, et al.	
FILING DATE: March 11, 2004				GROUP: 3622	

U.S. PATENT DOCUMENTS						
Exam. Initial*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (If known)			
		US 2004/0003398	A1	Donian et al.	01-01-2004	

FOREIGN PATENT DOCUMENTS								
Exam. Initial*	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
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OTHER ART – NO PATENT LITERATURE DOCUMENTS			
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO Standard S.3). ⁴For Japanese patent documents, the indication of the year of reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.S./